

# EXHIBIT 10

2008 APR 21 P 3:29

**COMMONWEALTH OF VIRGINIA  
STATE CORPORATION COMMISSION**

**REPORT OF  
DIVISION OF COMMUNICATIONS  
ON NORTHERN VIRGINIA DIRECTORY AUDIT**

**CASE NO. PUC-2005-00007**

**IN THE MATTER OF INVESTIGATION DIRECTORY ERRORS  
AND OMISSIONS OF VERIZON VIRGINIA INC. AND  
VERIZON SOUTH INC.**

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**PUBLIC VERSION**

**APRIL 21, 2008**

## **2007 Northern Virginia Directory Audit**

Pursuant to the Commission's Order Approving Offer of Settlement in Case No. PUC-2005-00007, the Staff is required to audit 80 Verizon directories by no later than February 12, 2010. A "passed" audit requires a directory listing accuracy rate of 99% (no more than ten (10) service affecting errors out of 1,000 audited listings). Service affecting errors are defined by the Commission as follows:

- Complete omission of a listing that was published in the Telco records
- Publication of a listing that was either non-listed, non-published, or no longer in service in Telco records
- Reversal of first/last name
- Misspelling of the listed name, incorrect telephone number, or any other error so as to make it unlikely that a user of the printed book could locate the listing in the expected alphabetical location or locate the correct number for the listing, including, but not limited to, the appearance of a listing under the appropriate yellow pages captioned heading

The 2007 Northern Virginia directory was published July 13, 2007. According to Verizon, the directory is comprised of approximately 817,900 listings from the Northern Virginia area. We randomly selected 1,000 of these listings to audit.<sup>1</sup> The Staff had questions on 84 of the listings, which were sent to Verizon for review. Several of those questions related to an issue of particular concern.

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<sup>1</sup> The audit sample itself was derived by using a random number table recommended by the Commission's Division of Economics and Finance Staff. The starting point in the table was selected at random by a Division of Communications Staff member. From there the Staff's sample, in the form of row numbers for the listings sent by Verizon, was drawn using the above mentioned random number table.

During the course of this and other concurrent audits, the Staff found instances in which the databases of Verizon and its directory publisher, Idearc, were not synchronized. This out-of-synch condition caused discrepancies between the printed directory and Verizon's directory listings repository known as eListings. The eListings database is also known as the "golden source" and should be representative of that which will actually print in the published directory. Of course, our concern with out-of-synch conditions relates to one of the primary causes of Verizon's past directory listing problems.<sup>2</sup>

While Verizon conducted a root cause analysis of the synchronization problem, the Staff halted its audit program. To its credit, Verizon acknowledged the database problem and instituted a corrective action plan which was recently concluded. According to Verizon, the out-of-synch condition in question generally affected less than 0.1 percent of directory listings. For the Northern Virginia audit, however, at least two sampled listings, or at least 0.2 percent, were affected by the out-of-synch condition. While of concern to the Staff as previously noted, these database synchronization problems did not, at least in these cases, result in service affecting errors in that the information in the printed directory was correct.

We determined that there were 12 service affecting errors found during the 2007 Northern Virginia directory audit. Accordingly, Verizon is deemed to have failed the 2007 Northern Virginia directory audit. (See the attached confidential exhibit for the Staff's official findings.)

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<sup>2</sup> "While several interrelated automated system problems contributed to the errors and omissions, the Staff Report found that most of the errors and omissions were caused by Verizon's automated directory listing systems being unable to synchronize accurately local telephone listing data with the [Idearc] database . . . ." Order Approving Offer of Settlement. Case No. PUC-2005-00007, page 2.

**2007 NORTHERN VIRGINIA DIRECTORY AUDIT  
SERVICE AFFECTING ERRORS**

**Exhibit A  
Confidential  
Filed Under Seal**

Customer Name/Number

Staff Finding